

REMARKS/ARGUMENTS**The Final Rejection**

In the above-mentioned Final Rejection, claims 479-514, 524-529 and 532-535 were rejected as being unpatentable over U.S. Patent 4,863,772 (Cross) in view of U.S. Patent 5,407,718 (Popat et al.); claims 515 and 516 were rejected as being unpatentable over Cross in view of Popat et al. and further in view of U.S. Patent 4,704,317 (Hickenbotham); claims 517-523 were rejected as being unpatentable over Cross in view of Popat et al. and further in view of U.S. Patent 5,198,275 (Klein); and claims 530 and 531 were rejected as being unpatentable over Cross in view of Popat et al. and further in view of U.S. Patent 5,842,722 (Carlson).

In further response to the Final Rejection, independent claim 479 has been amended (to more broadly define the position of the film layer), dependent claims 502, 506, 510 and 524 have been amended (to make primarily clerical changes) and new dependent claims 538-544 have been added (for example, to further define the position of the film layer).

Declaration of Gary Allen Baum, Ph.D.

Reference is made to the electronically-signed Declaration of Dr. Baum with his CV submitted herewith.

The Final Rejection says that Popat et al. discloses printable business cards. Dr. Baum in paragraph 21 of this Declaration says that it does not disclose them.

The Final Rejection says that one would have been motivated to combine the teachings of Cross and Popat et al. Dr. Baum in paragraphs 17-23 of his Declaration disagrees. In particular, in paragraph 23 he states that Cross and Popat et al. differ "in kind" from each other.

Additionally, in paragraph 20 Dr. Baum states that Cross does not disclose a matrix waste portion which is structurally held together with the business cards during a sheet-fed printing operation on the business cards.

Dr. Baum further provides two reasons in paragraph 24 of his Declaration as to why one would not have modified Cross in view of Popat et al.

Additionally, as further evidence of non-obviousness, Dr. Baum in paragraphs 4-16 sets forth facts as to how the claimed invention satisfies long-felt needs and failure of others.

Discussion of Patentability of Claims

Applicants respectfully contend that an obviousness rejection of Cross in view of Popat et al. of amended claim 479 would be improper for the reasons set forth below.

Cross and Popat et al. would not be combined and Cross would not be modified with the teachings of Popat et al. for reasons set forth in Dr. Baum's Declaration in paragraphs 17-23.

Even if Cross and Popat et al. are from analogous arts, one would not modify Cross as the Examiner did in her Final Rejection for reasons set forth in paragraph 24 of the Dr. Baum Declaration.

Referring to MPEP 2143.01 V, "[i]f proposed modification would render the prior art invention being modified unsatisfactory for its intended purpose, then there is no suggestion or motivation to make the proposed modification. *In re Gordon*, 733 F.2d 900, 221 USPQ 1125 (Fed. Cir. 1984)."

Even if the Examiner can set forth a *prima facie* case of obviousness of amended claim 479 over Cross in view of Popat et al., it has been rebutted by the secondary considerations set forth in paragraphs 14-16 of Dr. Baum's Declaration. More specifically, the claimed invention satisfies a number of long-felt needs which were recognized, persistent and not solved by others. See MPEP 716.04.

Thus, a Section 103 rejection of the claims as pending over Cross in view of Popat et al. would be improper, Applicants respectfully submit.

Telephone Interview

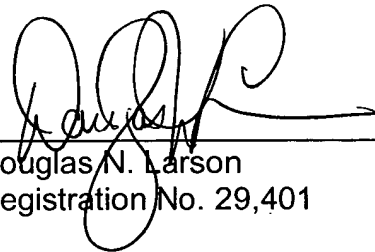
The below-signed counsel for Applicants will be calling Examiner Chevalier shortly to schedule a telephone interview with her and her supervisor to discuss this Supplemental Amendment and Dr. Baum's Declaration.

Concluding Remarks

Accordingly, it is respectfully contended that all of the claims now pending are in condition for allowance. Issuance of the Notice of Allowance at an early date is thus in order.

The Commissioner is hereby authorized to charge any fees which may be required, or credit any overpayment to Deposit Account No. 10-0440. Should such additional fees be associated with an extension of time, Applicants respectfully request that this paper be considered a petition therefor.

Respectfully submitted,



Douglas N. Larson
Registration No. 29,401

Dated: September 12, 2006

JEFFER, MANGELS, BUTLER & MARMARO LLP
1900 Avenue of the Stars, 7th Floor
Los Angeles, CA 90067-4308
Telephone: (310) 203-8080
Facsimile : (310) 712-3371